

PUBLIC UTILITIES COMMISSION

505 VAN NESS AVENUE
SAN FRANCISCO, CA 94102-3298



July 14, 2009

Robert Botkin, Manager
California Solar Initiative Program
Southern California Edison
6042A Irwindale Ave.
Irwindale, CA 91702

Re: Southern California Edison's Interim M&O Plan Update Approval Letter

Dear Mr. Botkin:

The California Solar Initiative (CSI) Interim Marketing and Outreach Decision (D.) 07-05-047 directs CSI Program Administrators (PAs) to conduct basic marketing and outreach activities on behalf of the CSI Program, and requires the PAs to submit individual marketing and outreach plans, each with annual budgets of \$500,000, to the Energy Division for approval and oversight. In accordance with the Decision, SCE submitted a semi-annual Update to SCE's Interim CSI M&O Plan on June 15, 2009 that included proposed budget revisions and a request for additional funding to perform two activities beyond the scope of its original 2009 plan:

- Neighborhood Solar Ambassador Outreach Kits for participants in a behavioral-based marketing pilot designed to drive solar conversions at the community level (\$50,000); and
- Market research specific to the M&O activities performed by SCE to determine additional needs for its customers (\$42,750.)

D.07-05-047, Appendix A, Section 5 states that PAs may request a 20 percent budget increase, or \$100,000, if detailed justification is provided to the Energy Division why additional marketing expenses are required. In the June 15th M&O Update, SCE requested \$92,750 from this contingency adder, asserting that in addition to the basic marketing already underway within its territory, more aggressive tactics and customer-focused market research were needed by the PA at this time. The Energy Division has reviewed the request, and based upon the details of these proposed activities recommends that SCE begin implementation of the plan in keeping with the timeline proposed in the M&O Update. As with all CSI marketing and outreach activities, the details of SCE's 2009 M&O Update are subject to Energy Division approval and oversight.

This letter approves the revised budget requested in the Update to SCE's 2009 California Solar Initiative Interim Marketing and Outreach Plan.

Sincerely,

A handwritten signature in black ink, appearing to read 'Julie A. Fitch', with a stylized flourish at the end.

Julie A. Fitch
Director, Energy Division

Cc: R.08-03-008 Service List

PUBLIC UTILITIES COMMISSION

505 VAN NESS AVENUE
SAN FRANCISCO, CA 94102-3298



July 13, 2009

Robert Botkin, Manager
California Solar Initiative Program
Southern California Edison
6042A Irwindale Ave.
Irwindale, CA 91702

Re: Southern California Edison 2009 MASH M&O Plan Update Approval Letter

Dear Mr. Botkin:

The California Solar Initiative (CSI) Multifamily Affordable Solar Housing (MASH) Decision (D.08-10-036) requires the CSI Program Administrators to submit semi-annual marketing and outreach plans and budget to the Energy Division for oversight and approval.

In the June 15th M&O Update, SCE sought additional funding of \$52,000 to perform two activities beyond the scope of their original M&O plan: hiring an "affordable housing finance expert" to conduct training; and, at the request of Energy Division, the development of a Virtual Net Metering factsheet.

This letter approves the revised budget requested in the Update to SCE's 2009 California Solar Initiative Interim Marketing and Outreach Plan submitted to the Energy Division on June 15, 2009.

Sincerely,

A handwritten signature in black ink, appearing to read "Julie A. Fitch".

Julie A. Fitch
Director, Energy Division

Cc: R.08-03-008 Service List